GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4898
ANSWERED ON:24.04.2003
REGIONAL PROGRAMMES ON DD-I
ABDUL RASHID SHAHEEN;BIR SING MAHATO;LAXMAN GILUWA;MANSUKHBHAI D. VASAVA;P.C. THOMAS;SHIVRAJ SINGH CHOUHAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether sponsored programmes of Regional Kendras are given opportunity on DD-I;

(b) if so, whether successful programmes of Regional Channels can be given opportunity through DD-I where slots are available;

(c) whether due recognition has been given to regional programmes;

(d) if so, the details thereof, region-wise;

(e) whether to ensure quality of the programmes of all Kendras, DD has any facilityto compare similar programmes in Private Channels;

(f) if so, the steps taken/proposed to be taken by the Government in this regard; and

(g) the progress made in this regard so far?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) Yes, Sir. Prasar Bharati has informed that sponsored programmes of Regional Kendras are telecast on their terrestrial windows of DD-I (as per details annexed), in the respective regional language.

(b) Prasar Bharati has informed that most of the Kendras are providing opportunityto the successful programmes of Regional Satellite Channels on DD-I (RegionalWindow) also by telecasting these programmes simultaneously on Regional Satellite Channels and DD-I, to provide wider viewership.

(c) & (d): Prasar Bharati has informed that Regional Kendras allot their telecasttime for telecast of programmes in the language of the region .

(e), (f) & (g): Prasar Bharati has informed that telecast of good qualityprogrammes on Doordarshan Channels is a continuous activity and monitoring quality of programmes is a regular exercise with a view to retain high viewership.

Doordarshan has been improving its programming structure and making policy changes to match the competition, while discharging its mandate as a Public Service Broadcaster. Various steps like appointment of expert Advisory Groups, revised guidelines for bringing transparency and objectivity in programming, improvement in transmission quality and awards for excellence, have been taken to enhance the quality and content of Doordarshan programmes.

Annexure referred to in reply to part (a) of Lok Sabha Unstarred Question No. 4898 to be answered on 24.4.2003

I. Slots on DD-I for Regional Kendras : Sundays:

(i) 0800 to 0830 hrs
(ii) 1600 to 2000 hrs

Monday to Friday:

(i) 1030 to 1100 hrs (ETV)

(ii) 1430 to 1700 hrs (Except Hindi Belt)

(iii) 1700 to 2000 hrs (Wednesday 1930 to 2000 hrs)

Saturday: 1830 to 2000 hrs.

II. Hindi belt Kendras: Sundays:

(i) 1300 to 1330 hrs (Except DDK, Lucknow/Bhopal/Jalandhar)

(ii) 1330 to 1400 hrs(Except DDK, Lucknow/Bhopal/Jalandhar /N&CA)

Monday to Fridays : 1430 to 1700 hrs (Except Lucknow)

Fridays : : 1930 to 2000 hrs (Except Jalandhar)